

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W

-----044217 101900Z /50

R 092119Z MAR 78

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 3988

INFO AMEMBASSY BONN

AMCONSUL DUSSELDORF

AMEMBASSY PARIS

AMEMBASSY STOCKHOLM

UNCLAS LONDON 03850

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: PROPOSED AMERICAN FOOTWEAR INDUSTRIES ASSOCIATION (AFIA) TRADE MISSION.

REF: (A) 1977 LONDON'S 18464; (B) 1977 LONDON'S 16253; (C) LONDON'S A-102; (D) STATE 47047

1. IN REPLY TO QUESTIONS RAISED IN PARA 6, REF (D)

POST REPORTS;

(A) IN SO FAR AS UK FOOTWEAR INDUSTRY WISHES TO ALLY ITSELF WITH US AND OTHER HIGH-COST FOOTWEAR-PRODUCING NATIONS, MARKET WOULD SUPPORT EXPLORATORY TRADE MISSION. IN ORDER RETAIN QUID PRO QUO, BRITISH MANUFACT-

URERS FEDERATION LOOKS FOR LICENSING ARRANGEMENTS WITH U.S. MANUFACTURERS, PREFERABLY ON RECIPROCAL ARRANGEMENT.

(B) POST PLEASED TO PROVIDE STAFF SUPPORT AS REQUIRED TO PROGRAM MISSION DURING PREPARATORY ADVANCE WORK AND THROUGHOUT MISSION'S STAY IN OCTOBER. HOWEVER, AS INDICATED IN REF (B) THIS WILLING SUPPORT COULD NOT BE LIMITLESS.

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(C) DATES SUBMITTED FOR VISIT TO LONDON QUITE UNSUITABLE AND NEED BE RESCHEDULED. BRITISH INTERNATIONAL FOOTWEAR FAIR IS TO BE HELD OLYMPIA, LONDON OCTOBER 1 - 4 INCLUSIVE, AS REPORTED REF (A). IT IS ESSENTIAL MISSION VISIT UK DURING PERIOD OF SHOW; EXECUTIVES, SALES PERSONNEL AND BUYERS WILL NOT BE AVAILABLE IMMEDIATELY BEFORE OR AFTER THAT EXHIBITION. POST REC-

COMMENDS ARRIVAL LONDON FROM PARIS SEPTEMBER 29/30. DEPART FOR STOCKHOLM AT COMPLETION OF SHOW. IN VIEW AGGRESSIVE EFFORTS BY AFIA DEVELOP EXPORT PROMOTION CAMPAIGN AND FULL SUPPORT OF USDOC WITH CO-OPERATION OF FOREIGN SERVICE POSTS, AND CLOSE PROXIMITY OF OROPOSED MISSION TO BRITISH INTERNATIONAL FOOTWEAR FAIR (LAST OF EUROPEAN SHOWS), POST STRONGLY RECOMMENDS PARTICIPATION IN BRITISH INTERNATIONAL FOOTWEAR FAIR. INFORMATION LEAFLETS AND APPLICATION FORMS BEING SENT INTERNATIONAL AIR MAIL TO CHARLES JOHNSON, USDOC. SPACE STILL AVAILABLE BUT ORGANIZERS STRESS IMPORTANCE IMMEDIATE CONFIRMATION PARTICIPATION.

(D) EARLY CONFIRMATION OF DATES REQUIRED TO ENSURE HOTEL ACCOMMODATION FOR MISSION IN FIRST-CLASS HOTEL CLOSE EMBASSY AT SPECIAL RATE, TWENTY-SEVEN POUNDS PER DAY.

(E) IN CURRENT DISCUSSIONS, NOT POSSIBLE COMMENT ON OCTOBER AVAILABILITY OF USMC FACILITIES OR PERSONNEL IN OCTOBER.

2. APPEARS TO US THAT PARTICIPATION IN UK FOOTWEAR SHOW WOULD PROVIDE MISSION (A) EXCELLENT FIRST-HAND REACTION TO THEIR PRESENT RANGES; (B) OPPORTUNITY TO SEE FASHIONS PRESENTLY IN DEMAND IN UK TOGETHER WITH MATERIALS USED AND SIZINGS; (C) FACILITY TO MEET AND DISCUSS WITH FELLOW EXHIBITORS POSSIBLE DISTRIBUTOR-UNCLASSIFIED

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SHIPS AND/OR MANUFACTURING OPPORTUNITIES AND; (D) TO MEET ALL VISITORS TO SHOW, NOT ONLY ALL U.K. BUYERS, WHOLESALERS AND RETAILERS BUT ALSO (AND OF EQUAL IMPORTANCE), THOSE FROM POTENTIALLY LUCRATIVE MARKETS IN DEVELOPING COUNTRIES WHICH HISTORICALLY LOOK TO U.K. FOR SUPPLIES.

3. IT IS REPORTED THERE WERE OVER 5,000 VISITORS TO 1977 BRITISH INTERNATIONAL FOOTWEAR FAIR AT OLYMPIA, INCLUDING 500 FROM NO LESS THAN 59 OVERSEAS COUNTRIES. (COPY 1977 CATALOG ALSO SENT VIA AIR MAIL).

4. IF GROUP UNABLE VISIT UK DURING PERIOD OF FOOTWEAR FAIR IT WOULD BE NECESSARY FOR MEMBERS TO TRAVEL EXTENSIVELY AS PRINCIPAL SHOE-MAKING AREAS ARE SCATTERED THROUGHOUT COUNTRY. BREWSTER.

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